



Galt, CA
Hospitality Analysis
Executive Overview

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The purpose of this analysis is to determine the potential hotel chains that would be a good fit for Galt by examining the hotel locations across the United States to see which types are the most like the site in Galt, CA.

Analysis Summary:

- To begin the analysis, more than 52,000 hotel locations were filtered by their BUDS (Buxton Urban Density Score) value, which is a measure of the “urbanicity” or density of a given site, with 1 as the most rural and 5 as the most urban. The site is in a BUDS 2 market, and so only BUDS 1 and BUDS 2 locations were used in the study.

BUDS	Name
1	Rural
2	In-Town
3	Suburban/Small City
4	Metropolitan
5	High-Rise Living/Urban

- After being filtered by BUDS, many different variable values were collected for the similar BUDS type hotel locations and used to determine which of those hotel locations are the most like the site. Below is a list of the variables used:
 - 1) Distance to nearest passenger airport
 - 2) Total annual plane passengers within 50 miles
 - 3) Median hotel room rate within a 20 minute drive time
 - 4) Total population within a 5 mile radius
 - 5) Seasonality Index within 5 miles
 - 6) Total population within a 20 mile radius
 - 7) Percentage of 40 mile population within 20 miles

- Hotel chains that were found to have multiple matching locations have been collected and listed out in the following pages of this report, showcasing the actual addresses of the locations, the variable values used in determining similarities for each location, and the information about the actual locations themselves such as rooms available, meeting space, room rates (where available), and hotel class.

Matching Variables

The following table highlights the values of the site for the given variables used in location matching, and also includes an average of all 93 matching hotel locations:

	Distance to Passenger Airport	Hotel Rooms within 20 Minutes	Plane Passengers within 50 miles	Median Room Rate within 20 minutes	Population within 5 Miles	Seasonality Index within 5 Miles	Population within 20 miles	Percentage of 40 Mile Population that is within 20 Miles Also
GALT	25.09	1,124	2,993,297	\$146.75	29,959	85	772,049	24.01
Average Hotel Matches (93)	19.67	3,734	2,923,832	\$142.63	32,532	88	610,817	34.13

Matching Hotel Chain Locations

The following table lists the chains that were found to have multiple matching locations (at least 3) to Galt based on the variables listed above (chains listed in red have a location within 10 miles of Galt):

Hotel Chain	Comparable Count
Best Western	6
Comfort Inn	5
Hampton Inn/Suites	6
Holiday Inn/Express	10
La Quinta Inn & Suites	3
Quality Inn	5
Super 8	4

A breakdown of the locations and variables can be found for each of these hotel chains without an area presence on the preceding pages. An analysis of the variables for all matching hotel locations, not just those of chains that have multiple matching sites, can be found on page 5 of this report.

Matching Hotels – La Quinta Inn & Suites

Addresses

HOTEL CHAIN	ADDRESS	CITY	STATE	ZIP CODE
LA QUINTA	19 WELLER DR	TIPP CITY	OH	45371
LA QUINTA	2801 HILLSIDE DR	DELAFIELD	WI	53018
LA QUINTA	36756 INTERSTATE 10 W	BOERNE	TX	78006

Variable Values

HOTEL CHAIN	CITY	STATE	BUDS	POPULATION IN 5 MILES	SEASONAL POPULATION INDEX WITHIN 5 MILES	POPULATION IN 20 MILES	20 TO 40 MILE POPULATION PERCENTAGE
LA QUINTA	TIPP CITY	OH	2	28,331	85	683,384	47.1
LA QUINTA	DELAFIELD	WI	2	41,547	87	782,472	37.3
LA QUINTA	BOERNE	TX	2	15,444	94	417,830	22.1

HOTEL CHAIN	CITY	STATE	AVAILABLE ROOMS WITHIN 20 MINUTES	DISTANCE TO PASSENGER AIRPORT	PLANE PASSENGERS WITHIN 50 MILES	MEDIAN ROOM RATE IN 20 MINUTES
LA QUINTA	TIPP CITY	OH	4,951	2.7	2,668,002	\$125
LA QUINTA	DELAFIELD	WI	4,071	23.7	2,997,784	\$151
LA QUINTA	BOERNE	TX	2,072	21.1	3,041,945	\$149

Hotel Information

HOTEL CHAIN	CITY	STATE	MEETING SPACE	ROOMS	CLASS DESCRIPTION	CLASS RANK	HIGH RATE	LOW RATE	MEDIAN RATE	YEAR BUILT
LA QUINTA	TIPP CITY	OH	218	56	Midscale w/o F&B Class	5	\$129	\$129	\$129	1998
LA QUINTA	DELAFIELD	WI	150	96	Midscale w/o F&B Class	5	\$99	\$99	\$99	1997
LA QUINTA	BOERNE	TX	600	67	Midscale w/o F&B Class	5	\$139	\$139	\$139	2008

Matching Hotels – Super 8

Addresses

HOTEL CHAIN	ADDRESS	CITY	STATE	ZIP CODE
Super 8	1330 ARCHER DR	TROY	OH	45373
Super 8	188 N LOVERS LN	FRANKLIN	IN	46131
Super 8	140 E HILLCREST DR	AUBURN	CA	95603
Super 8	180 S FOSTER DR	SAUKVILLE	WI	53080

Variable Values

HOTEL CHAIN	CITY	STATE	BUDS	POPULATION IN 5 MILES	SEASONAL POPULATION INDEX WITHIN 5 MILES	POPULATION IN 20 MILES	20 TO 40 MILE POPULATION PERCENTAGE
Super 8	TROY	OH	2	39,358	82	528,915	37.0
Super 8	FRANKLIN	IN	2	27,157	79	503,339	26.4
Super 8	AUBURN	CA	2	40,054	90	615,470	29.2
Super 8	SAUKVILLE	WI	2	31,826	81	429,502	24.6

HOTEL CHAIN	CITY	STATE	DISTANCE TO PASSENGER AIRPORT	AVAILABLE ROOMS WITHIN 20 MINUTES	PLANE PASSENGERS WITHIN 50 MILES	MEDIAN ROOM RATE IN 20 MINUTES
Super 8	TROY	OH	7.1	3,789	2,668,002	\$125
Super 8	FRANKLIN	IN	20.9	2,313	3,243,978	\$129
Super 8	AUBURN	CA	31.4	1,564	2,957,743	\$130
Super 8	SAUKVILLE	WI	28.7	964	2,492,972	\$147

Hotel Information

HOTEL CHAIN	CITY	STATE	MEETING SPACE	ROOMS	CLASS DESCRIPTION	CLASS RANK	HIGH RATE	LOW RATE	MEDIAN RATE	YEAR BUILT
Super 8	TROY	OH	0	65	ECONOMY CLASS	6	-	-	-	-
Super 8	FRANKLIN	IN	0	50	ECONOMY CLASS	6	\$135	\$65	\$100	1994
Super 8	AUBURN	CA	0	52	ECONOMY CLASS	6	\$130	\$80	\$105	1990
Super 8	SAUKVILLE	WI	500	70	ECONOMY CLASS	6	\$110	\$104	\$107	1987

Average Statistics for Matching Locations

This table shows the average information for all 93 matching hotel locations, not just those locations that were part of a multiple matching chain:

	CLASS RANK	MEETING SPACE	ROOMS	HIGH RATE	LOW RATE	MEDIAN RATE	YEAR BUILT
AVERAGE	5	1735	74	\$172	\$128	\$150	1990

Based on the hotel classification system in the database (illustrated by the table below), here is the breakdown by percent of matching hotel locations and their class levels:

Class Table

Hotel Class	Rank
Luxury Class	1
Upper Upscale Class	2
Upscale Class	3
Midscale w/ F&B Class	4
Midscale w/o F&B Class	5
Economy Class	6

Class Breakdown by Matching Hotels

Class Rank	PERCENT
Luxury Class	2.2
Upper Upscale Class	1.1
Upscale Class	7.5
Midscale w/ F&B Class	17.2
Midscale w/o F&B Class	30.1
Economy Class	41.9